

## SOCIAL MEDIA 101

Worksheet

## Your Platform and Your Business

• Which Social Media platform(s) are you considering for your business? (Circle all that apply.)

Facebook	YouTube	Instagram
Twitter	Snapchat	LinkedIn

• Describe your company in three words or traits.

1.

2.

3.

## Your Audience

• Define your audience.

How can you best relate to your audience? Use this space to jot down everything
you know about them from their day-to-day activities to their interests and
motivations.

• Now, think about what you don't know about your audience. Jot down your areas of intended research below.

## Your Content

• Name your company's main goal.

(This could be brand awareness, sales, lead generations/new business, job recruitment, or anything else that's your #1 priority for social media.)

• Time to create your content! Start by making a list of topics that relate to your audience AND tie back to your main goal.

\*Your main goal is now your Call To Action (CTA)!

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Turn it into content. A good piece of content includes brief copy that ends with a strong CTA, a compelling image, and if necessary, a link to where you want them to go (maybe your website!).

Write your copy.

Include your Call To Action (CTA)

Describe the image you'll include.

Does your post need a link? If so, write it here.